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JULY 31/01  
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06-01-06

PTO/SB/05 (03-01)

Approved for use through 10/31/2002. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE06-01-06  
JULY 31/01Please type a plus sign (+) inside this box → 

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# UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No. 4531.001

First Inventor John Troy Walker

Title Method, apparatus and system for  
electronic advertising

Express Mail Label No. EL510633730US

**APPLICATION ELEMENTS**

See MPEP chapter 600 concerning utility patent application contents.

1.  Fee Transmittal Form (e.g., PTO/SB/17)  
*(Submit an original and a duplicate for fee processing)*
2.  Applicant claims small entity status.  
See 37 CFR 1.27.
3.  Specification [Total Pages 14]
  - Descriptive title of the invention
  - Cross Reference to Related Applications
  - Statement Regarding Fed sponsored R & D
  - Reference to sequence listing, a table, or a computer program listing appendix
  - Background of the Invention
  - Brief Summary of the Invention
  - Brief Description of the Drawings (*if filed*)
  - Detailed Description
  - Claim(s)
  - Abstract of the Disclosure
4.  Drawing(s) (35 U.S.C. 113) [ Total Sheets 10 ]
5. Oath or Declaration [ Total Pages ]  
 a.  Newly executed (original or copy)  
 b.  Copy from a prior application (37 CFR 1.63 (d))  
*(for continuation/divisional with Box 18 completed)*  
 i.  **DELETION OF INVENTOR(S)**  
 Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6.  Application Data Sheet. See 37 CFR 1.76

**ADDRESS TO:** Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 20231

7.  CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission  
*(if applicable, all necessary)*
  - a.  Computer Readable Form (CRF)
  - b. Specification Sequence Listing on:
    - i.  CD-ROM or CD-R (2 copies); or
    - ii.  paper
  - c.  Statements verifying identity of above copies

**ACCOMPANYING APPLICATION PARTS**

9.  Assignment Papers (cover sheet & document(s))
10.  37 CFR 3.73(b) Statement  Power of Attorney  
*(when there is an assignee)*
11.  English Translation Document (*if applicable*)
12.  Information Disclosure Statement (IDS)/PTO-1449  Copies of IDS Citations
13.  Preliminary Amendment
14.  Return Receipt Postcard (MPEP 503)  
*(Should be specifically itemized)*
15.  Certified Copy of Priority Document(s)  
*(if foreign priority is claimed)*
16.  Nonpublication Request under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17.  Other: .....

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:

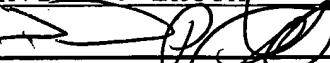
 Continuation     Divisional     Continuation-in-part (CIP)

of prior application No. /

Prior application information: Examiner \_\_\_\_\_

Group Art Unit: \_\_\_\_\_

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.**19. CORRESPONDENCE ADDRESS**

|   |   |  |                                   |   |
|---|---|--|-----------------------------------|---|
| <input checked="" type="checkbox"/> Customer Number or Bar Code Label |   | <br>(Insert Customer Number or Bar code/label here) |                                   | <input type="checkbox"/> or <input type="checkbox"/> Correspondence address below |
| Name  | 27325   |  |                                   |   |
| PATENT TRADEMARK OFFICE   |   |  |                                   |   |
| Address   |   |  |                                   |   |
| City  |   | State  |                                   | Zip Code  |
| Country   |   | Telephone  |                                   | Fax   |
| Name (Print/Type)   | DAVID P. LHOTA  |  | Registration No. (Attorney/Agent) | 39,275  |
| Signature   |  |  | Date                              | 5-31-01   |

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The PTO did not receive the following  
listed item(s). Check for \$355.00

PTO/SB/17 (11-00)

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# FEE TRANSMITTAL for FY 2001

Patent fees are subject to annual revision.

|                         |      |        |
|-------------------------|------|--------|
| TOTAL AMOUNT OF PAYMENT | (\$) | 355.00 |
|-------------------------|------|--------|

## Complete if Known

|                      |                  |
|----------------------|------------------|
| Application Number   |                  |
| Filing Date          |                  |
| First Named Inventor | John Troy Walker |
| Examiner Name        |                  |
| Group Art Unit       |                  |
| Attorney Docket No.  | 4531.001         |

## METHOD OF PAYMENT

1.  The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:

|                        |  |
|------------------------|--|
| Deposit Account Number |  |
| Deposit Account Name   |  |

Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17

Applicant claims small entity status. See 37 CFR 1.27

2.  Payment Enclosed:

Check     Credit card     Money Order     Other

## FEE CALCULATION

### 1. BASIC FILING FEE

| Large Entity  | Small Entity  | Fee Description               | Fee Paid |
|---------------|---------------|-------------------------------|----------|
| Fee Code (\$) | Fee Code (\$) |                               |          |
| 101           | 710           | 201 355 Utility filing fee    | 355      |
| 106           | 320           | 206 160 Design filing fee     |          |
| 107           | 490           | 207 245 Plant filing fee      |          |
| 108           | 710           | 208 355 Reissue filing fee    |          |
| 114           | 150           | 214 75 Provisional filing fee |          |

SUBTOTAL (1) (\$ 355.00)

### 2. EXTRA CLAIM FEES

| Total Claims       | Extra Claims | Fee from below | Fee Paid |
|--------------------|--------------|----------------|----------|
| Independent Claims | -20** =      | X =            |          |
| Multiple Dependent | - 3** =      | X =            |          |
|                    |              |                |          |

### Large Entity Small Entity

| Fee Code (\$) | Fee Code (\$) | Fee Description  |
|---------------|---------------|--|
| 103           | 18            | 203 9 Claims in excess of 20                                     |
| 102           | 80            | 202 40 Independent claims in excess of 3                         |
| 104           | 270           | 204 135 Multiple dependent claim, if not paid                    |
| 109           | 80            | 209 40 ** Reissue independent claims over original patent        |
| 110           | 18            | 210 9 ** Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2) (\$ 0 -)

\*or number previously paid, if greater; For Reissues, see above

### 3. ADDITIONAL FEES

| Large Entity  | Small Entity  | Fee Description   | Fee Paid |
|---------------|---------------|---|----------|
| Fee Code (\$) | Fee Code (\$) |   |          |
| 105           | 130           | 205 65 Surcharge - late filing fee or oath  |          |
| 127           | 50            | 227 25 Surcharge - late provisional filing fee or cover sheet                     |          |
| 139           | 130           | 139 130 Non-English specification   |          |
| 147           | 2,520         | 147 2,520 For filing a request for <i>ex parte</i> reexamination                  |          |
| 112           | 920*          | 112 920* Requesting publication of SIR prior to Examiner action                   |          |
| 113           | 1,840*        | 113 1,840* Requesting publication of SIR after Examiner action                    |          |
| 115           | 110           | 215 55 Extension for reply within first month                                     |          |
| 116           | 390           | 216 195 Extension for reply within second month                                   |          |
| 117           | 890           | 217 445 Extension for reply within third month                                    |          |
| 118           | 1,390         | 218 695 Extension for reply within fourth month                                   |          |
| 128           | 1,890         | 228 945 Extension for reply within fifth month                                    |          |
| 119           | 310           | 219 155 Notice of Appeal  |          |
| 120           | 310           | 220 155 Filing a brief in support of an appeal                                    |          |
| 121           | 270           | 221 135 Request for oral hearing  |          |
| 138           | 1,510         | 138 1,510 Petition to institute a public use proceeding                           |          |
| 140           | 110           | 240 55 Petition to revive - unavoidable   |          |
| 141           | 1,240         | 241 620 Petition to revive - unintentional  |          |
| 142           | 1,240         | 242 620 Utility issue fee (or reissue)  |          |
| 143           | 440           | 243 220 Design issue fee  |          |
| 144           | 600           | 244 300 Plant issue fee   |          |
| 122           | 130           | 122 130 Petitions to the Commissioner   |          |
| 123           | 50            | 123 50 Processing fee under 37 CFR 1.17(q)  |          |
| 126           | 180           | 126 180 Submission of Information Disclosure Stmt                                 |          |
| 581           | 40            | 581 40 Recording each patent assignment per property (times number of properties) |          |
| 146           | 710           | 246 355 Filing a submission after final rejection (37 CFR § 1.129(a))             |          |
| 149           | 710           | 249 355 For each additional invention to be examined (37 CFR § 1.129(b))          |          |
| 179           | 710           | 279 355 Request for Continued Examination (RCE)                                   |          |
| 169           | 900           | 169 900 Request for expedited examination of a design application                 |          |

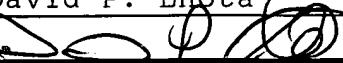
Other fee (specify) \_\_\_\_\_

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ -0-)

## SUBMITTED BY

Complete (if applicable)

|                   |   |                                   |        |           |              |
|-------------------|---|-----------------------------------|--------|-----------|--------------|
| Name (Print/Type) | David P. Lhota  | Registration No. (Attorney/Agent) | 39,275 | Telephone | 954 462-9500 |
| Signature         |  |                                   |        | Date      | 5-31-01      |

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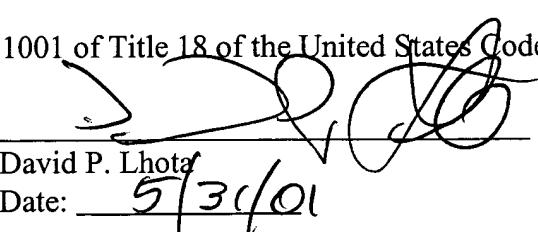
PATENT APPLICATION: **METHOD, APPARATUS AND SYSTEM FOR  
ELECTRONIC ADVERTISING AND MANAGING  
INFORMATION ON THE INTERNET**

FILE NO.: 4531.001

**CERTIFICATE OF EXPRESS MAIL**

I HEREBY CERTIFY that the following correspondence: **UTILITY PATENT  
APPLICATION TOTALING 14 PAGES AND 10 SHEETS OF INFORMAL DRAWINGS;  
APPLICATION DATA SHEET; FEE TRANMITTAL; DECLARATIONS AND POWER OF  
ATTORNEY (5); UTILITY PATENT APPLICATION TRANSMITTAL; INFORMATION  
DISCLOSURE STATEMENT (WITH COPIES OF REFERENCES); and RETURN POSTCARD  
FOR CONFIRMATION OF RECEIPT** is being deposited with the United States Postal Service  
as Express Mail No. **EL510633730US**, addressed to: Assistant Commissioner for Patents, Box  
Patent Application, Washington, D.C. 20231, on this 31 day of May, 2001.

I hereby declare that all statements made herein of my own knowledge are true and that all  
statements made on information and belief are believed to be true; and further that these statements  
were made with the knowledge that willful false statements and the like so made are punishable by  
fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code.

  
\_\_\_\_\_  
David P. Lhota  
Date: 5/31/01

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